



KMOV
One Memorial Drive
St. Louis, MO 63102

Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Contract # 854434

Schedule Dates 09/17/12-09/23/12
Advertiser McCaskill for Senate 2012 (38474)
Agency/T-Code Media Strategies & Research - VA (1523)/1553035
Product Political - US Senate (1176)
Brand Democrat (152221)
Salesperson McNamara, Julie (2389)
Sales Office KMOV-St. Louis
Buyer Name Rachael,Beale
Phone/Fax (573) 651-0964 /
CPE 11978
Account Types Local/Political Candidate - Agency
Billing Type Standard
Comments

Date Entered 09/14/12
Last Modified 09/21/12
Entered By Bridget Hurst
CO-OP No
Headline # 9/17-9/23
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,404.75
Net Total \$41,960.25
Sales Tax

St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Sep. 2012	52	\$49,365.00
Grand Total:	52	\$49,365.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/20/12-09/20/12	4	:30	48386- News @ 5am					1				1	\$70.00	\$70.00	St. Louis (KMOV) (KMOV)		9/14/12
2.0	Normal Line / SPOT	09/17/12-09/21/12	4	:30	20015- News @ 6am M-F		1	1	1	1	1			5	\$180.00	\$900.00	St. Louis (KMOV) (KMOV)		9/14/12
3.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	131968- CBS This Morning		1	1	1	1	1			5	\$160.00	\$800.00	St. Louis (KMOV) (KMOV)		9/14/12
4.0	Normal Line / SPOT	09/23/12-09/23/12	2	:30	20132- CBS Sunday Morning								1	1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)		9/14/12
5.0	Normal Line / SPOT	09/17/12-09/19/12	4	:30	137124- Katie		1		1					2	\$90.00	\$180.00	St. Louis (KMOV) (KMOV)		9/14/12
6.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	20022- Price is Right			1		1	1			1	\$180.00	\$180.00	St. Louis (KMOV) (KMOV)		9/14/12
6.0.1	Closed Preempt	09/20/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - bump rate BOD 9/14/12; Political	
6.0.2	Closed Preempt	09/18/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - bump rate BOD 9/14/12; Political	
7.0	Normal Line / SPOT	09/17/12-09/17/12	2	:30	20023- News @ 12noon M-F		1							1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)		9/14/12
8.0	Normal Line / SPOT	09/19/12-09/19/12	1	:30	20024- Bold & The Beautiful				1					1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)		9/14/12

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9.0	Normal Line / SPOT	09/17/12-09/21/12	4	:30	28663- Dr. Phil		1				1			2	\$210.00	\$420.00	St. Louis (KMOV) (KMOV)		9/14/12
10.0	Normal Line / SPOT	09/18/12-09/18/12	2	:30	20029- Young and the Restless			1						1	\$1,500.00	\$1,500.00	St. Louis (KMOV) (KMOV)		9/14/12
11.0	Normal Line / SPOT	09/17/12-09/21/12	4	:30	20054- News @ 5pm M-F		1	1	1	1	1			1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)		9/14/12
11.0.1	Closed Preempt	09/18/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	
11.0.2	Closed Preempt	09/20/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - bump rate BOD 9/14/12; Political	
11.0.3	Closed Preempt	09/19/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - bump rate BOD 9/14/12; Political	
11.0.4	Closed Preempt	09/21/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - bump rate BOD 9/14/12; Political	
12.0	Normal Line / SPOT	09/17/12-09/20/12	4	:30	20055- News @ 6pm M-F		1		1	1				1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)		9/14/12

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12.0.1	Closed Preempt	09/19/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Spot -bump rate BOD 9/14/12; Political	
12.0.2	Closed Preempt	09/20/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Spot -bump rate BOD 9/14/12; Political	
13.0	Revised Line / SPOT	09/17/12-09/21/12	1	:30	58738- Entertainment Tonight 2		1	1	1	1	1						St. Louis (KMOV) (KMOV)		9/14/12
13.1	Normal Line / SPOT	09/17/12-09/21/12	1	:30	20053- Entertainment Tonight		1	1	1	1	1			5	\$1,500.00	\$7,500.00	St. Louis (KMOV) (KMOV)		9/14/12
14.0	Normal Line / SPOT	09/18/12-09/18/12	2	:30	42783- NCIS			1						1	\$3,750.00	\$3,750.00	St. Louis (KMOV) (KMOV)		9/14/12
15.0	Revised Line / SPOT	09/18/12-09/18/12	2	:30	107454- NCIS : Los Angeles			1									St. Louis (KMOV) (KMOV)		9/14/12
15.1	Normal Line / SPOT	09/18/12-09/18/12	2	:30	111159- NCIS : Los Angeles			1						1	\$3,750.00	\$3,750.00	St. Louis (KMOV) (KMOV)		9/14/12
16.0	Normal Line / SPOT	09/19/12-09/19/12	2	:30	85956- Survivor				1					1	\$3,500.00	\$3,500.00	St. Louis (KMOV) (KMOV)		9/14/12
17.0	Normal Line / SPOT	09/19/12-09/19/12	2	:30	26459- Big Brother				1					1	\$3,750.00	\$3,750.00	St. Louis (KMOV) (KMOV)		9/14/12
18.0	Normal Line / SPOT	09/21/12-09/21/12	4	:30	111709- Undercover Boss						1			1	\$1,350.00	\$1,350.00	St. Louis (KMOV) (KMOV)		9/14/12
19.0	Revised Line / SPOT	09/21/12-09/21/12	4	:30	115389- Blue Bloods						1						St. Louis (KMOV) (KMOV)		9/14/12

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19.1	Normal Line / SPOT	09/21/12-09/21/12	4	:30	115389- Blue Bloods						1				\$1,080.00		St. Louis (KMOV) (KMOV)		9/19/12
19.1.1	Closed Preempt	09/21/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	
20.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	135472- Crimetime Saturday							1		1	\$495.00	\$495.00	St. Louis (KMOV) (KMOV)		9/14/12
21.0	Revised Line / SPOT	09/23/12-09/23/12	4	:30	124918- Person of Interest								1				St. Louis (KMOV) (KMOV)		9/14/12
21.1	Normal Line / SPOT	09/23/12-09/23/12	4	:30	140657- Person of Interest								1	1	\$1,350.00	\$1,350.00	St. Louis (KMOV) (KMOV)		9/17/12
22.0	Revised Line / SPOT	09/23/12-09/23/12	4	:30	99583- Mentalist								1				St. Louis (KMOV) (KMOV)		9/14/12
22.1	Normal Line / SPOT	09/23/12-09/23/12	4	:30	121448- Mentalist DB								1	1	\$1,800.00	\$1,800.00	St. Louis (KMOV) (KMOV)		9/17/12
23.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	20062- News @ 10pm M-F		1	1	1	1	1			5	\$1,500.00	\$7,500.00	St. Louis (KMOV) (KMOV)		9/14/12
24.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	119145- News @ 10:30pm							1			\$270.00		St. Louis (KMOV) (KMOV)		9/14/12
24.0.1	Closed Preempt	09/22/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	
25.0	Revised Line / SPOT	09/23/12-09/23/12	4	:30	20789- News @ 10pm Sun								1				St. Louis (KMOV) (KMOV)		9/14/12
25.1	Normal Line / SPOT	09/23/12-09/23/12	4	:30	121148- News @ 10pm Sun								1		\$810.00		St. Louis (KMOV) (KMOV)		9/17/12

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25.1.1	Closed Preempt	09/23/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Spot -bump rate original BOD 9/14/12;	
26.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	20063- Late Show with David Letterman	1	1	1		1	1			4	\$360.00	\$1,440.00	St. Louis (KMOV) (KMOV)		9/14/12
27.0	M/G For 6.0.1,6.0.2 / SPOT	09/20/12-09/20/12	2	:30	20022- Price is Right	1				X				1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)		9/19/12
28.0	M/G For 11.0.1,11.0.2,11.0.3,11.0.4 / SPOT	09/20/12-09/21/12	2	:30	20054- News @ 5pm M-F	2				X	X			2	\$750.00	\$1,500.00	St. Louis (KMOV) (KMOV)		9/19/12
29.0	M/G For 12.0.1,12.0.2 / SPOT	09/20/12-09/21/12	2	:30	20055- News @ 6pm M-F	2				X	X			2	\$750.00	\$1,500.00	St. Louis (KMOV) (KMOV)		9/19/12
30.0	M/G For 24.0.1 / SPOT	09/22/12-09/22/12	1	:30	119145- News @ 10:30pm	1						X		1	\$1,000.00	\$1,000.00	St. Louis (KMOV) (KMOV)		9/19/12
31.0	M/G For 19.1.1 / SPOT	09/21/12-09/21/12	4	:30	115389- Blue Bloods	1					X			1	\$1,080.00	\$1,080.00	St. Louis (KMOV) (KMOV)		9/20/12
32.0	M/G For 25.1.1 / SPOT	09/23/12-09/23/12	2	:30	121148- News @ 10pm Sun								1	1	\$1,250.00	\$1,250.00	St. Louis (KMOV) (KMOV)		9/21/12

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